



BCSC Newsletter

VOLUME 16, ISSUE 1

JANUARY 2012

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BCSC Newsletter is going green in 2012!

In an effort to become more environmentally friendly, the BCSC will offer distribution of this newsletter in a digital format to those who request it. Please email bcsc@socalbowling.com if interested.

THANK YOU TO ALL BCSC CENTERS FOR YOUR 2012 MEMBERSHIP AND SUPPORT

2012 will be another year of growth for the BCSC and its members. Thank you for supporting your local association as well as the BPAA. By taking advantage of the many BCSC/BPAA buying/saving programs, we can ensure your dues prove a large return on your investment.

If you have not renewed or registered for the BCSC in 2012, there is still time to get in on the party! There are many benefits to being a member and the money-saving potential of most programs more than pays for the cost of annual dues. Contact Cynthia Warren at the BPAA office with any questions or to sign up, 800-343-1329 or cynthia@bpaa.com.



Save the Date: April 4, 2012 BCSC Day-at-the-Races

Back by popular demand, the BCSC Day at the Races returns to Santa Anita Race Track on April 4. This fun day is great opportunity to network with fellow proprietors and managers as well as meet with some of BCSC's partners. The day is filled with great activities including a behind-the-scenes tour of the paddock area (it WILL be different than last year), a visit from the resident handicapper for tips on the day's races, a gourmet buffet and of course nine exciting horse races. Join the entire BCSC family for what is hopefully a WINNING day for everyone. See the enclose flyer for more details.



BCSC Groupon Deal Registration due by end of January

As was announced last month, the BCSC will be participating in an association wide marketing effort with the online daily deal site, GROUPON. Any BCSC center wishing to be part of the program must sign the enclosed opt-in form and return to the BCSC office. This is an opportunity to reach millions of people in Southern California at zero cost. Remember, if 20 centers sign up for the program, GROUPON will be giving a 60/40 split of the revenues (as opposed to 50/50) with 5% going to the BCSC as a fundraiser. Please call Chris at the BCSC office, 818-789-2695, with any questions.



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Executive Director Report

“A Resolute Resolution”

As we turn the calendar page to start yet another year, resolutions are at the top of people’s minds. You hear a lot of the classics, “lose weight” or “stop smoking” and of course for company owners like us, “improve my business.”



The problem of course with most New Year’s resolutions is they tend to be forgotten by the time February rolls around. That is why I challenge you to be resolute in the resolution on making your business better than last year. It is easy to blame the multitude of socio-economic problems in the world today on the state of our industry, but it is even easier to sit back, and do nothing about it. A steadfast approach to finding new ways to bring more bowlers through your doors will no-doubt bring you the desired results in 2012.

Here at the BCSC office, the goal is to find new ways to make your resolution a reality by having the best partners, introducing innovative programs and creating progressive events.

One of the BCSC’s newest partners, CCTV CameraScan, has a complete line of security products that can save your center thousands of dollars by preventing theft or disputing personal damage lawsuits. Andy Andersen and his team are happy to show that a minimal investment can make a huge improvement on your bottom line.

Last month Gary Forman laid out a plan for an exciting program to find new bowlers in the Orange County area. Gary knows that changes must be made fast to get young people excited about bowling again, and he believes promotions like this can turn the tide in this direction and hopefully serve as a model for the rest of the association.

Finally, taking part in the many events the BCSC hosts each year might be the most fun and easiest way to improve your business. You already know that the Day-at-the-Races event coming up on April 5 is a great social network function for our members, partners, staff and friends. I wanted to extend a personal invitation to the California Legislative Bowling Party in Sacramento on February 1. All the details are on page seven.

Don’t let your chance for a true New Year’s resolution pass you by. Let the BCSC help you along your journey and with a strong resolve, we can bring bowling back on track in 2012!

A handwritten signature in black ink, appearing to read "Scott Frager".

Scott Frager
Executive Director
Bowling Centers of Southern California



BASEBALL SPORTS CLUB ROLLOUTS
COMING SOON!



Both the Dodgers & Angels sports clubs rollouts will be coming in February. Be on the look out for information in the next few weeks!



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Price per post-mix gallon, except where otherwise noted

CARBONATED FOUNTAIN BEVERAGES



	5 Gal. BIB	3 Gal. BIB
Pepsi / Diet Pepsi	\$12.03	\$12.44
Caffeine Free Pepsi	\$12.03	\$12.44
Wild Cherry Pepsi	\$12.03	\$12.44
Pepsi MAX	\$12.03	\$12.44
Caffeine Free Diet Pepsi	\$12.03	\$12.44
Mountain Dew / Diet Dew	\$12.03	\$12.44
Mountain Dew Code Red	\$12.03	\$12.44

	5 Gal. BIB	3 Gal. BIB
Sierra Mist / Diet Sierra Mist	\$12.03	\$12.44
Mug Root Beer	\$12.03	\$12.44
Tropicana Orange Twister	\$12.03	\$12.44
Manzanita Sol	\$12.03	\$12.44
Mirinda Strawberry	\$12.03	\$12.44
Fatio Flavors	\$12.03	\$12.44

ICED TEA



	5 Gal. BIB	3 Gal. BIB
Brisk Raspberry	\$12.03	\$12.44
Brisk Peach	\$12.03	\$12.44
Brisk Sweetened	\$12.03	\$12.44
Brisk Sweetened with Lemon	\$12.03	\$12.44
Brisk Extra Sweet	\$12.03	\$12.44
No Calorie Green with Peach	\$12.03	\$12.44
Brisk Unsweetened	\$11.21	\$11.61



The great taste of fresh brewed tea in ready-to-use formats

	3 Gal. BIB
Lipton Liquid Concentrate Brewed Tea	
Unsweetened	\$14.50
Sweetened	\$16.00
Green Tea with Citrus (coming soon)	\$16.00
	Per Case
Lipton 1-2-Tea! (1.47 fl oz - 20 pack)	\$30.13

JUICE, JUICE DRINKS & ENERGY



	5 Gal. BIB	3 Gal. BIB
Lemonade	\$12.03	\$12.44
Pink Lemonade	\$12.03	\$12.44
Sugar Free Lemonade	\$12.03	\$12.44
Fruit Punch	\$12.03	\$12.44



	3 Gal. BIB	1.5 Gal. BIB
100% Orange Juice	\$29.43	
100% Apple Juice	\$29.43	
Grapefruit Juice		\$25.98
Cranberry Cocktail	\$25.98	
Pineapple Juice		\$25.98
Sour Mix	\$22.91	



	3 Gal. BIB
Gatorade Flavors	\$12.44



	3 Gal. BIB
Citrus Energy	\$13.08
Lean Cherry Lime	\$13.08
Lean Cranberry Grapefruit	\$13.08



	1.5 Gal. BIB
Amp Decibel	\$47.95

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Orange Frost	Strawberry Melonade
Mo Mocha	VanillaCino
Viva Margarita	Killa Colada
Pink Freezeonade	Serious Strawberry



Fruit Refreshers

Premium frozen experience with real juice, natural flavors & no HFCS

Cherry Pomegranate
Orange Pineapple
Strawberry Passion Fruit

Frozen Carbonated Beverages



	5 Gal. BIB	3 Gal. BIB
Pepsi Freeze	\$13.64	\$14.01
Pepsi Wild Cherry Freeze	\$13.64	\$14.01
Mountain Dew Freeze	\$13.64	\$14.01
Fruit Works Freeze	\$13.64	\$14.01

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Have your center featured on the new Facebook Bowling Fan page



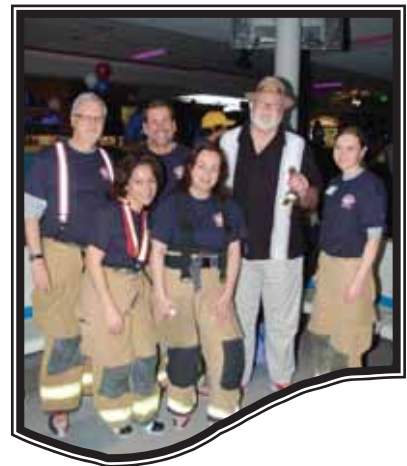
Be a part of Facebook history! The newly created Bowling Fan page on Facebook is a place for bowlers from the Western U.S. to gather to share the sport they love. Your center can be featured on this page free of charge with a link going directly to your website. Just send some pictures along with a link to bcsc@socalbowling.com, and we will take care of the rest! This is a great way to broaden your center's reach to the bowling world.

Support the industry at the annual Legislative Party

Join proprietors and managers from all over California for the Legislative Bowling Party in Sacramento on February 1. This annual event is put on to raise awareness of issues facing bowling centers. California lawmakers and their staffs are invited to a local center for a fun evening and to be reminded of the effects proposed legislation can have on small businesses.



You are invited to join BCSC board members to mingle with state politicians and their aides. With proposals constantly being run through Sacramento that could effect your business, like 2011's "soda tax", this is your opportunity to make sure your voice is heard. There is also plenty of fun to be had. If interested in attending, there may be a stipend available to pay for some travel expenses. Please call Scott Frager at the BCSC office at 818-789-0900 for more infor-



South Point Casino hires former Del Rosa Manager Wodka



The South Point Bowling Center is proud to announce the addition of Dave Wodka to its team as of December 1st, 2011. Dave's duties will be along the lines of product development of both local and California business including leagues, tournaments and special events. Having been General Manager of Del Rosa lanes, Dave is very familiar with the California bowling market and all its key members and will be a tremendous asset in that area. With the addition of Dave to the professional staff of Mike Monyak, John Debenedetta, Angie Bonifazi-Dobson and the South Point Staff, bowlers will find the level of service is second to none.

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State Legislative Report 1.5.11

Below you will find information regarding pending legislation on a minimum wage issues affecting the bowling industry. We are tracking a number of other bills that we have assessed as low or no threat. Because of the number of bills that have missed key legislative deadlines, most proposals will not appear again on future reports unless there is new movement on the bill. Our threat assessments are based on in-house research as well as input from state-level BPAs and other legislative contacts.

California

AB 196: Minimum Wage

Summary of Provisions: Assemblymember Luis Alejo (D) plans to replace the current contents of AB 196 with text similar to 2011's AB 10. By using AB 196's bill number, Alejo can revive legislation that failed to pass from the Appropriations suspense file last year without having to wait the required 30 days to hold a hearing on newly introduced legislation. AB 10's provisions would increase the state minimum wage by 50 cents to \$8.50 on January 1, 2012. The legislation would then implement annual indexing increases (rounded to the nearest 5 cents) beginning January 1, 2013. AB 10 also specified that reductions to the minimum wage are not allowed. Alejo will most likely push the dates included in AB 10 back one year once the new text is amended into AB 196.

Status: AB 196 will heard by the Assembly Committee on Labor and Employment on January 4.

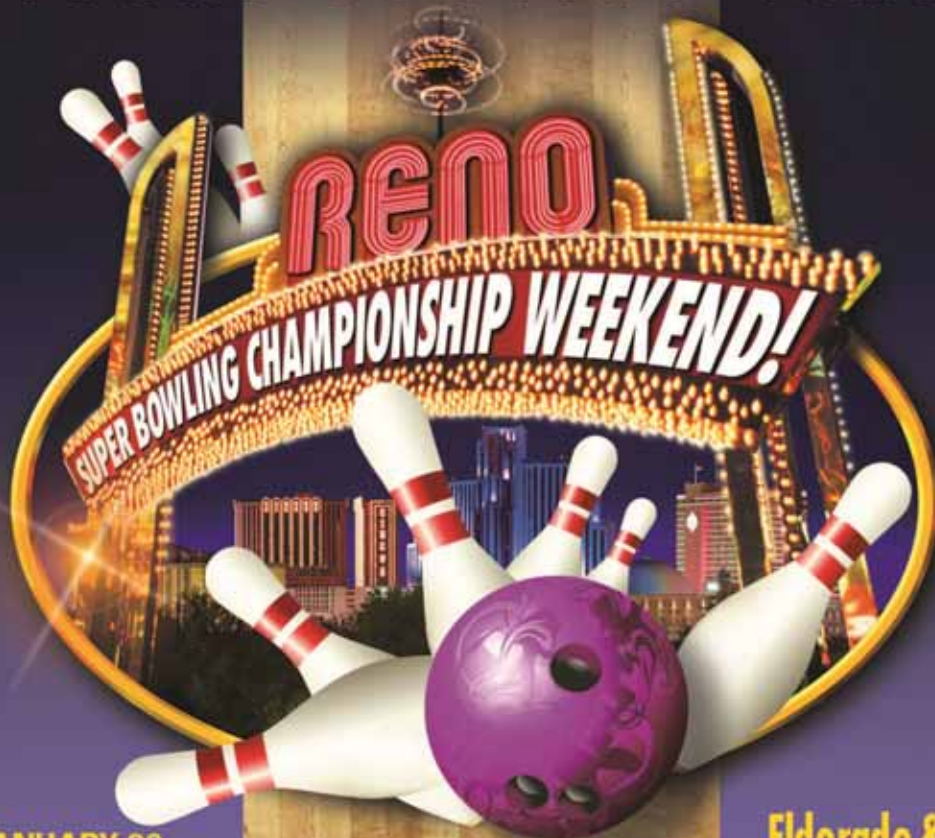
Outlook: Since AB 10 had little trouble passing the Assembly Committee on Labor and Employment last year (a vote of 5-1), we do not expect the proposal to have difficulty passing the same committee this year. However, the bill could again have trouble receiving the approval of the Assembly Appropriations Committee, which determined the proposal would have a several hundred thousand dollar impact on state coffers.

Action: We activated BPAA prior to the committee hearing.

Contact your local state legislator to have your voice heard on this matter!



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WBPI

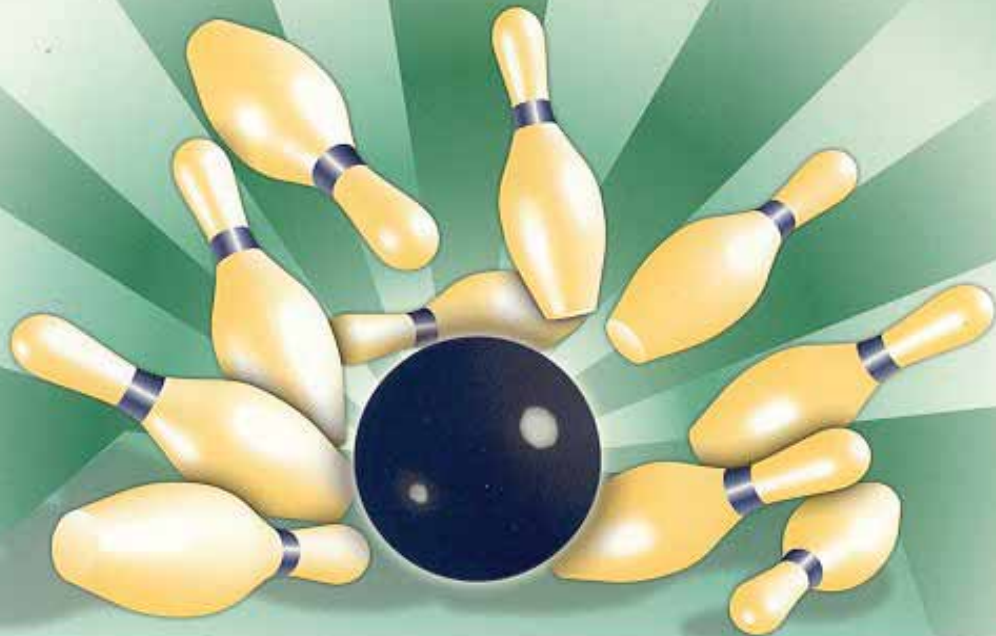


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